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FROM: Representative Dante B. Fascell (D., Fla.)  
Chairman, Subcommittee on International Organizations and Movements  
Committee on Foreign Affairs  
House of Representatives  
Washington, D. C.

CONGRESSIONAL GROUP STUDYING IMPACT ABROAD OF U. S. MASS MEDIA

The impact abroad of American books, films, magazines and other mass media will be the subject of a hearing Wednesday, September 11, before a congressional subcommittee headed by Rep. Dante B. Fascell, Democrat of Florida.

The subcommittee is trying to ascertain what influence do private U.S. mass media exert abroad, and what role do they play in the free world's ideological struggle with communism.

Eugene Burdick, co-author of The Ugly American and The Ninth Wave; George Englund, MGM director-producer; Walter Joyce, author of The Propaganda Gap; Eric Severeid, radio commentator and executive; Adrian Berwick, senior editor of the international edition of the Readers' Digest; and Dan Lacy, Executive Director of the American Book Publishers Council, will participate in a panel discussion before Fascell's group.

The hearing scheduled for Wednesday is a continuation of the Fascell group's study of the United States ideological offensive in the Cold War.

Earlier this week, the committee was told by theatrical producers, actors, musicians and other performing artists that the level of US government-sponsored cultural presentations is low and has a mixed impact on audiences abroad. The performing artists urged that the artistic standards of the program be raised in order to compete successfully with Soviet presentations.

US government-sponsored student and leader exchanges also came under fire before the Fascell subcommittee. Lack of coordination between governmental agencies bringing foreign nationals for training to the United States, poor placement of foreign students, and inadequate follow-up, were among the weaknesses of the program brought out during the hearing.